

ATTACHMENT B.2.

Goals for ICC – Public Awareness Committee Gaps – Barriers - Priorities
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GOAL 1: ACCESS - All children and families who need services will have access to services.

OBJECTIVE	STRENGTHEN COLLABORATION ACTIVITIES	INCREASE AWARENESS ACTIVITIES	INCREASE ACCESS TO SERVICES ACTIVITIES
Outreach to physicians and other healthcare providers so that every child and family who need services has access to services	<ul style="list-style-type: none"> American Medical Association Social Workers American Academy of Pediatrics Physician Assistants Other Healthcare providers including discharge planners, nurses, etc. Develop protocols for CSC's to develop and maintain relationships with physicians other healthcare personnel Medical Schools 	<ul style="list-style-type: none"> PSA's Brochures Strategies for reaching out Trainings Presence at Conferences Early Start strands at Health and Wellness Conference and other conferences Medical School coursework 	a). Increase the # of children and families served b). Increase the # of children identified at earlier ages

GOAL 2: EVALUATION – Evaluate the effectiveness of public awareness products.

OBJECTIVE	STRENGTHEN COLLABORATION ACTIVITIES	INCREASE AWARENESS ACTIVITIES	INCREASE ACCESS TO SERVICES ACTIVITIES
Develop a public awareness product evaluation process to ensure product effectiveness	<p>Structure interviews regarding products use and effectiveness via focus groups</p> <p>Public Relations experts to assist DDS</p> <p>Survey to know recipients of existing materials</p> <p>Develop distribution plans:</p> <ul style="list-style-type: none"> • Who is on the existing list? • Why were they put there? • Any others who need to be there? 	<p>Analyze surveys</p> <p>Analyze those responding to public awareness: How did they hear about Early Start?</p> <ul style="list-style-type: none"> • Who gave them the number? • Who was their primary referral source? 	The products developed and strategic dissemination plans will increase access to services for all children and families in need of services.

GOAL 3: COLLABORATION - Integrating product dissemination and outreach efforts with other interagency service providers.

OBJECTIVE	STRENGTHEN COLLABORATION ACTIVITIES	INCREASE AWARENESS ACTIVITIES	INCREASE ACCESS TO SERVICES ACTIVITIES
Develop an adaptable outreach template to target groups that includes both a dissemination process and evaluation component.	<p>Potential target groups include:</p> <ul style="list-style-type: none"> • Child care providers • Foster care providers (state and local) <p>Link to websites of interagency service providers using the slogan, “Concerned about a child’s development?”</p> <p>Identify webmaster of each agency.</p>	<p>Dissemination of the Referral Brochure</p> <p>Website links Early Start Baby Line</p>	<p>a). Increase level of referrals from the interagency providers</p> <p>b). Measure the number of hits on each web site</p> <p>c). Measure the number of calls on the Baby Line</p>

GOAL 4: BUILD CAPACITY – Recruitment and retention of qualified personnel.

OBJECTIVE	STRENGTHEN COLLABORATION ACTIVITIES	INCREASE AWARENESS ACTIVITIES	INCREASE ACCESS TO SERVICES ACTIVITIES
Increase capacity of quality personnel and develop recruitment products and dissemination plan	High School Counselors Community Businesses Community Colleges	DDS conduct a survey on vacancy rates Develop a recruitment brochure, i.e. CCPPP recruitment brochure Job Shadowing Career Days	Fewer vacancies Higher retention rates